LYON METAL PRODUCTS, INCORPORATED

GENERAL OFFICES AURORA, ILLINOIS

August 30, 1946

SEP 14 1946

TO ALL LYON DEALERS

Subject: LIST Prices — Shop Equipment

Here is welcome news for all Lyon dealers — we are again on a LIST price basis.

We are attaching dealer price list, effective September 15, 1946 — on a LIST price basis — together with a new Policy and Discount Sheet. Please note that we have now returned to our former LIST price basis and that the Discount sheet restates our regular dealer discount of 30% and our standard Dealer Sales Policy.

We are authorized to do this under the terms of Revised Order #11, MPR-188, effective August 15, 1946, which also provides the following —

— As a dealer, you may now establish your selling prices (maximum prices) by adding to your invoice cost the same percentage markup which you used on March 31, 1946, in accordance with Section 4 of this revised order. In other words —

  — If you were using Lyon LIST prices as selling prices on March 31, you may again use the new LIST prices attached as your selling prices.

  — If, in establishing your-ceiling prices, you used some other form of markup over our net price to you (list less 30%) on March 31, you may again return to that form of markup in establishing your selling prices.

Effective on invoices covering all shipments made on and after September 15, 1946, we will invoice in accordance with the price list and discount sheet attached. Where orders are already in schedule, and because these invoices have already been typed up, you may receive some invoices on a "net" price basis. The bulk of the items in this new price list are unchanged in price, but be alert to minor price adjustments that have been made on certain items no longer under governmental control.

This announcement is good news for all of us, as it eliminates the many headaches that were involved under the previous method of net price billing under OPA's former dealer "absorption" policy.

Be sure to cash in on Lyon's program of "You Furnish The Steel — Lyon Will Make the Product." For more details call your Lyon Dealer Supervisor.

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